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Soft Power Produces Solid Gains in Global Liberty and Unity

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Although war, the use of force, and violence are realities that may never be eradicated from the human race and often become unavoidable in American global interests, it should be avoided if possible. If there is another way to achieve national goals without loss of life, then those means should be exhausted first.

Joseph Nye, Jr. pioneered the concept of “soft power.” He defines the concept as the “the ability to get what you want through attraction rather than coercion or payments. It arises from the attractiveness of a country's culture, political ideals, and policies. When our policies are seen as legitimate in the eyes of others, our soft power is enhanced (Nye, 2004).”

Soft power is an electrifying concept which offers America an advantage in relations with other nations. The most noble ideological paradigms of American democracy and the values of its citizens if clearly articulated and embodied, can serve as a magnet that draws other foreign nationals out of oppression, out of submission to degradation and into liberty. If supported and sustained, these individuals can become “culture warriors” who work toward cultural change in their communities, rejecting human right violations, oppression, and ideologies that debase the citizens of their nation. Transitioning their nation toward a more moral and free society will bring them directly into a more stable union with the USA, producing countless benefits.

A strategic and tactical demonstration of the finest American essence is to be armed with a tactical awareness of a non-American and possibly hostile culture, with a deep love and knowledge of American ideals and history, with a desire to serve one's country and the human race, with the ability to clearly communicate in a simple way (often merely by a significant, symbolic action). This combination can affect massive change. To build relationships tactically with other foreign nationals leads to a solid investment in a freer future, a more unified body of nations with like values, and

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economic prosperity.

The body of American youth who perform this mission must be carefully selected. They would have to be the finest: intelligent, moral, appealing, articulate, self-disciplined, and primed for media attention. Abandoning the passive approach of the Peace Corps, this “Culture Corps” would actively train in ways to liberate another nations from cultural moors that cripple it from being more prosperous, more just, more fair.

After immersion in American history, this communication-intensive program would then immerse the Corps member in the culture of the foreign country of their choice. The goal would be to arm these youth with knowledge about the foreign country that they are about to enter including the law, language, history, prior social upheaval, natural resources, political powers, infrastructure, educational capabilities, economic and agricultural status, the strategic use of media. They would then be given a tangible, charitable mission that to the public would appear to be their main mission, such as building homes in an area destroyed by a natural disaster. The true mission would be the interaction with the people they are serving as they build these homes.

The bonds that are created, when merged with reality television or journalism will lead to a greater esteem in world and home public opinion. As America's finest, strategically non-military representatives are shown having fun with other foreign nationals or caring for them in their suffering, they possess a massive public affairs opportunity. These Culture Corps members can explain what is going on in a given scene with candor, intelligence, and a respectful, service-oriented heart. Their selflessness must be genuine--not theatrics.

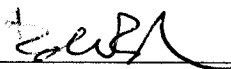
Members could report to Congress regularly on use of American money contributed to these countries. They could provide key oversight to the American public about the use of tax payer funds used in foreign countries. They could give faces to the money and restore faith in our government-allocated funds.

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These members would also be an excellent recruit pool for the counterintelligence community after their “tour.” They would also benefit America if they chose to return to the private sector. Their level of dedication, knowledge, and experience would enrich the civilian population. It would also solidify, invigorate, and educate the American populace, creating a stronger, wiser, more intelligent core of citizens.

Benjamin Franklin spoke of the absolute essential aspect of liberty: “Those who would give up essential liberty to purchase a little temporary safety, deserve neither liberty nor safety. (Franklin, 1818).” This proposed Culture Corps could cause immeasurable gain toward a lasting global security by fearlessly and wisely unleashing liberty by international action. This liberty, when clearly communicated, can be the catalyst of a global unity, morality, and spiritual wealth. It is the ultimate jewel of soft power attraction that exposes the depravity of governments that resort to oppression, degradation, and demeaning policy.

I request this Essay to be published on the Lint Center for National Security Studies, Inc website without my name published.



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